**Activities/Procedures**:

Bubble Activity:

* Librarian and/or students provide ads from magazines and speech bubble stickers.
* Students each select one advertisement to read critically in oppositional way to undermine values and privilege presented.
* Librarian provides examples from [www.bubbleproject.com](http://www.bubbleproject.com)\*
* Students write a message in a speech bubble and affix it appropriately on their ad
* Students share and discuss their work.
* Librarian asks what action steps students might take to deal with ads.

\*Librarian explains that it is illegal to vandalize the property of others.

**Assessment**:

Observation of student participation.

**Outcomes/Skills:**

I can analyze media for purpose, message, points of view, accuracy, bias & intended audience.

**Essential Questions/Content**:

How do media impact society?

**Grade**: 4

**Unit**: Media Literacy

**Lesson: #3**

**Time**: 30 min